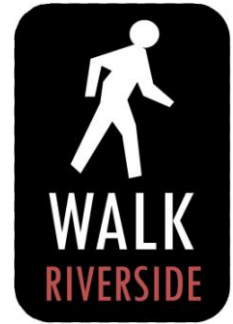


City of Arts & Innovation

News Release



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Riverside Mayor to Launch Neighborhood Fitness Challenge “WALK RIVERSIDE: A Summer Warm Up”

RIVERSIDE, Calif. – Riverside Mayor Ron Loveridge invites all Riverside residents, from each of the City’s 26 neighborhoods, to participate in a WalkRiverside Summer Warm Up fitness challenge beginning with a kickoff and website launch event on Sunday, July 15, at 5 p.m. at the Fairmount Park Band Shell.

Following the kick off festivities, join the Mayor and your neighbors for a group walk around Fairmount Park to officially begin the challenge. There are two goals for the challenge: to encourage individuals to walk 100 miles in nine weeks; and for neighborhoods to collectively log as many miles as they can in that time frame.

“The WalkRiverside challenge is the perfect opportunity to bring our community together to enjoy our award winning parks and trails and promote fitness as a fun activity”, said Mayor Ron Loveridge. “I look forward to supporting our 26 neighborhoods to become Fit Fresh & Fun.”

From July 15 to September 15, any Riverside resident can log onto **WalkRiverside.com** and join a neighborhood group. Participants will have access via the website to instant feedback on their personal progress as well as a leaderboard that shows which of the 26 Riverside neighborhoods has logged the most miles.

The winner with the title of “Riverside’s Fittest Neighborhood” will be formally announced on September 15 at the launch of the Start R.I.G.H.T. (Riverside Is Getting Healthy Together) Campaign. Start R.I.G.H.T. is hosted and lead by the Riverside Community Health Foundation. As part of Fit Fresh, & Fun, the Start R.I.G.H.T. Campaign is a citywide initiative to provide education and opportunities to improve the obesity rates of the residents of Riverside – specifically to reduce the obesity and overweight percentages of Riverside residents to less than 50% in five years.

For more information on the WALKRiverside Summer Warm Up Kick Off Event, contact Darlene Elliot at 951-826-5897 or DElliot@riversideca.gov.

Look for more community events in the months of September, October and November of 2012 that will provide opportunity for Riverside residents to track changes in their overall health – such as weight loss, Body Mass Index, waist circumference, glucose, and blood pressure.

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